



# City of Huntington Beach DESIGN REVIEW BOARD ACTION AGENDA

THURSDAY, APRIL 8, 2010  
HUNTINGTON BEACH CIVIC CENTER  
2000 MAIN STREET, LOWER LEVEL, ROOM B-8  
3:30 P.M.

**ROLL CALL:** Charles Davis, Renato Haug, Jason Kelley, Tom Livengood, Michael Spaulding (Absent)

**A. PUBLIC COMMENTS:** None

**B. AGENDA ITEMS:** (Procedure: Staff Presentation, DRB Disclosures, DRB Discussion, Applicant Comments, Final Comments, Motion/Vote)

**B-1 DESIGN REVIEW NO. 2010-007 (7-11 SIGNAGE)**

**Applicant:** Zachary Sham, 2600 Newport Blvd. #154, Newport Beach, CA 92663

**Request:** Review the design, colors, and materials of two proposed cabinet signs to be located on an existing mansard roof and a new monument sign replacing an existing pole sign fronting Beach Boulevard.

**Project Location:** 19729-31 Beach Boulevard, 92648 (northeast corner of Beach Boulevard and Utica Avenue)

**Recommended**

**Action:** Recommend approval with modifications

**Project Planner:** Hayden Beckman, Planning Aide

***A MOTION WAS MADE BY DAVIS, SECONDED BY HAUG TO APPROVE DESIGN REVIEW NO. 2010-007 WITH MODIFICATIONS***

**VOTE: 4-0-1 (SPAULDING ABSENT)**

**B-2 PLANNED SIGN PROGRAM NO. 2010-002 (THE STRAND SIGN MODIFICATIONS)**

**Applicant:** Kathleen Kim, CIM/Huntington LLC, 180 5<sup>th</sup> Street, Huntington Beach, CA 92648

**Request:** Review the design, colors, and materials of proposed modifications to an existing planned sign program for The Strand.

**Project Location:** 180 5<sup>th</sup> Street, 92648 (bounded by Pacific Coast Highway, 6<sup>th</sup> Street, Walnut Avenue and the alley between 5<sup>th</sup> Street and Main Street)

**Recommended**

**Action:** Recommend approval with modifications

**Project Planner:** Ethan Edwards, Associate Planner

***A MOTION WAS MADE BY HAUG, SECONDED BY DAVIS TO APPROVE  
PLANNED SIGN PROGRAM NO. 2010-002 WITH MODIFICATIONS***

***VOTE: 4-0-1 (SPAULDING ABSENT)***

**B-3 DESIGN REVIEW NO. 2010-005 / PLANNED SIGN PROGRAM NO. 90-3R2 (MAIN  
STREET PROMENADE SIGNS)**

**Applicant:** Jeff Bergsma, 221 Main Street 'S', Huntington Beach, CA 92648  
**Request:** Review the design, colors, and materials of proposed modifications to an existing planned sign program for Main Street Promenade including criteria for blade and canopy signs.  
**Project Location:** 200 Main Street, 92648 (northeast corner of Main Street and Walnut Avenue)  
**Recommended Action:** Recommend approval with modifications  
**Project Planner:** Jill Arabe, Assistant Planner

***A MOTION WAS MADE BY LIVENGOOD, SECONDED BY HAUG TO APPROVE  
DESIGN REVIEW NO. 2010-005/PLANNED SIGN PROGRAM NO. 90-3R2 WITH  
MODIFICATIONS***

***VOTE: 4-0-1 (SPAULDING ABSENT)***

**C. DRB MEMBER COMMENTS/ ISSUES**

**C-1 ELECTION OF CHAIR AND VICE-CHAIR**

***THE ELECTION IS POSTPONED TO THE NEXT MEETING WHEN ALL  
MEMBERS ARE PRESENT.***

**D. ADJOURN TO THE MAY 13, 2010 REGULAR MEETING**

**Appeals**

Under the provisions of the Huntington Beach Zoning and Subdivision Ordinance, the Design Review Board's action is final unless an appeal is filed to the Planning Commission by the applicant or an interested party. The appeal must be in writing and must set forth, in detail, the action and grounds by which the applicant or interested party deems themselves aggrieved. The appeal must be accompanied by a filing fee of One Thousand, Five Hundred, Thirty Four Dollars (\$1,534) if the appeal is filed by a single family dwelling property owner appealing the decision on their own property and Two Thousand, Two Dollars (\$2,002) if the appeal is filed by any other party. The appeal shall be submitted to the Secretary of the Planning Commission within ten (10) calendar days of the date of the Design Review Board's action. Design Review Board actions that are listed as "Recommendation to the Director of Planning, 'Zoning Administrator', or 'Planning Commission'" under the Recommended Action are non-appealable, since final action is taken by the stated body.